Strategy to Improve Birth Outcomes in Baltimore City: Addressing Family Planning Services

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Presentation Agenda

1. Introduction to SIBO and PHASE project
2. Data collection methods
3. Findings
4. Lessons learned from internship

What is SIBO?

- The Strategy to Improve Birth Outcomes
  - Initiated in 2009 by Baltimore City Health Department to address the alarming rates of pre-term delivery, low birth weight and infant deaths occurring among babies in Baltimore.

What is SIBO?

- The Strategy to Improve Birth Outcomes in Baltimore City
  - Initiated in 2009 by a group of diverse stakeholders in Baltimore City to address the alarming rates of pre-term delivery, low birth weight and infant deaths experienced by Baltimore City women.
  - The strategy recognizes the need for quality care pre-pregnancy, during pregnancy and post-pregnancy in order for a healthy baby to thrive.
  - The strategy also recognizes the various phases of addressing birth outcomes, all of which build onto each other:

The Strategy to Improve Birth Outcomes in Baltimore City. A publication of the Baltimore City Public Health Department. Available at: http://www.baltimorehealth.org/info/2009_04_08.BirthOutcomesPlan.pdf.

Where is SIBO at Today?

- To-date, SIBO has identified 11 high impact areas that contribute to a healthy baby:
  - primary health care in a medical home, obstetric care, home visiting, drug and alcohol treatment, intervention for domestic violence, mental health care, smoking cessation, family planning, nutrition support, breastfeeding promotion and safe sleep promotion.

In November 2009, PHASE interns were commissioned to begin conducting interviews with key agencies and individuals involved in 2 of the 11 high impact areas: family planning and nutrition.

The Strategy to Improve Birth Outcomes in Baltimore City. A publication of the Baltimore City Public Health Department. Available at: http://www.baltimorehealth.org/info/2009_04_08.BirthOutcomesPlan.pdf.

Goal: To identify current challenges and barriers in delivering effective family planning services to Baltimore City women.

Who was interviewed?

Community Agencies

(provides services to the community and/or works directly with community members)

- Planned Parenthood of Maryland
- Baltimore City Health Department's Healthy Teens Young Adults Clinic
- Youth Opportunity
- Jewel House
- Laurance G. Paquin School
- Baltimore Medical System
- Baltimore City Public Schools Health Education
- Baltimore City Healthy Start, Inc.
- Maryland DHMH Center for Maternal and Child Health

Academic Research

(conducts research relevant to family planning and/or targeted community)

- JHSPH Center for Adolescent Health

Advocacy

(Provides advocacy and/or trainings to agencies directly serving targeted community)

- Healthy Teen Network
- Playworks Baltimore

How was data collected?

Website Research

- Background research was conducted on agencies and researchers prior to interviewing to gain basic information on agency services, mission, etc.

Site Visits & Interviews

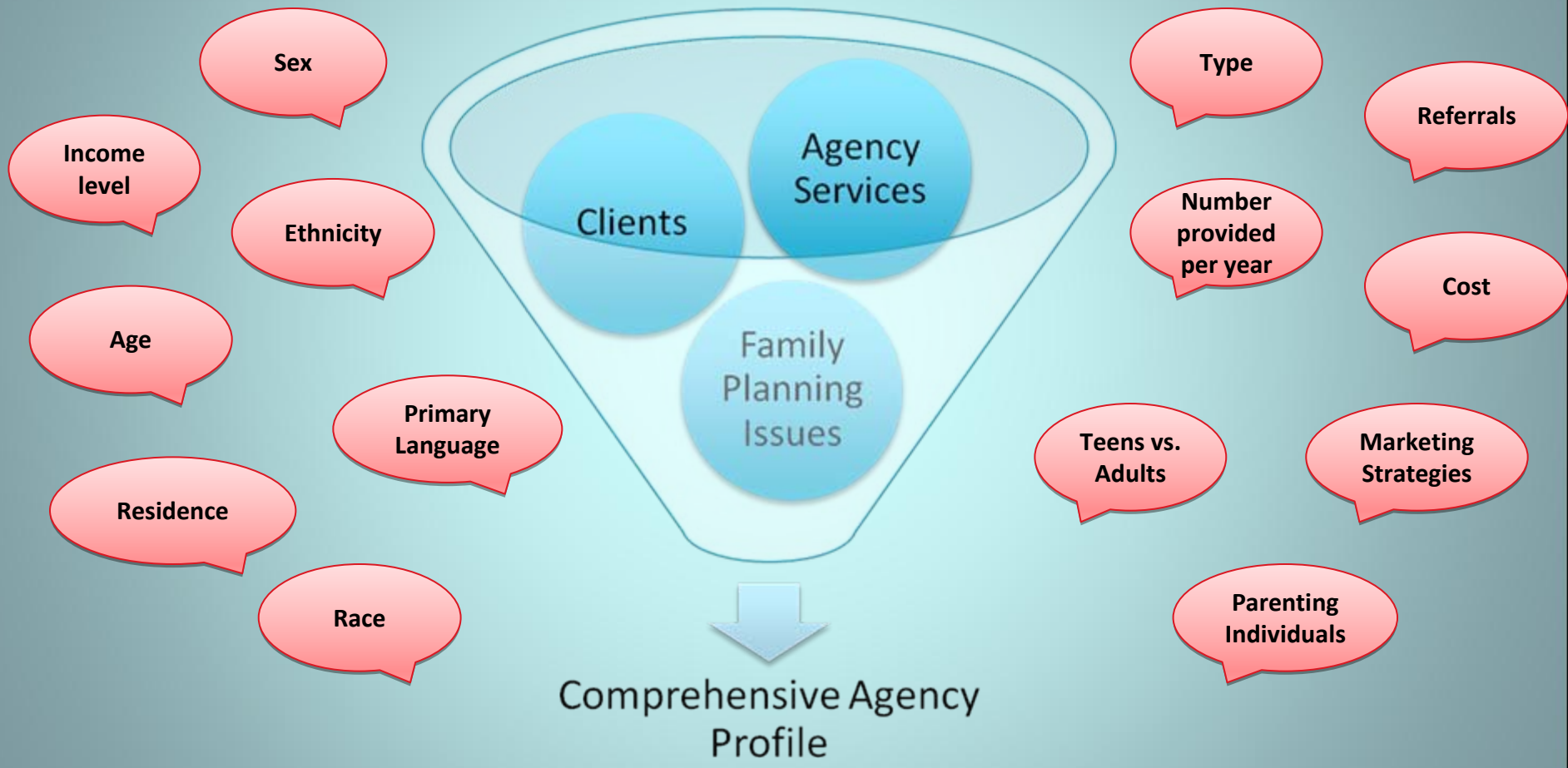
- Agencies and researchers were provided an introductory letter signed by Olivia Farrow, Interim Health Commissioner of BCHD.
- SIBO interns met with agencies and researchers at their sites.
- Interviews usually lasted between 30 and 60 minutes.

Follow-Up Questioning

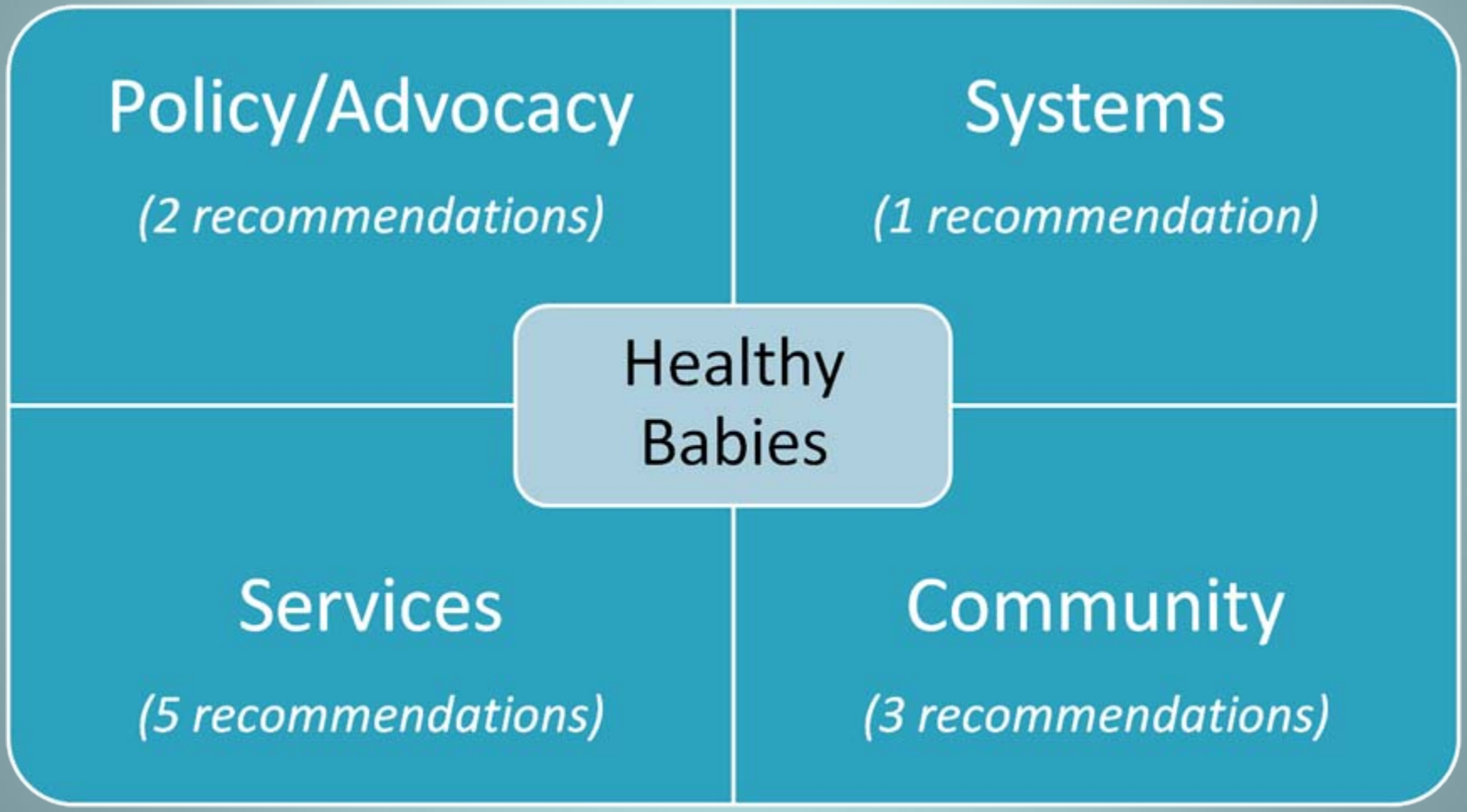
- Often times follow-up questions and research were needed based on information obtained within the interview.

SURVEY MONKEY

What did interviews focus on?



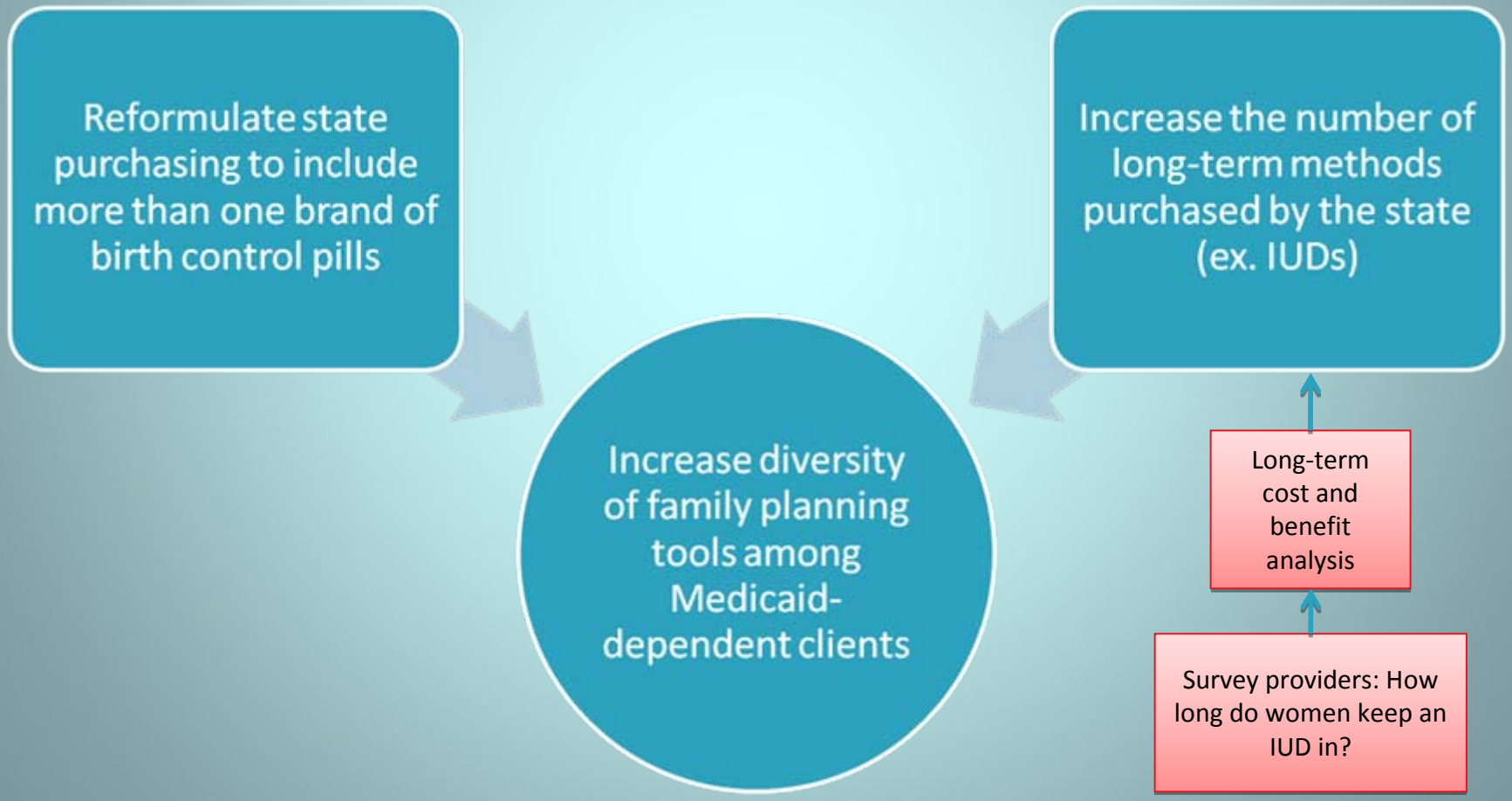
Findings and Recommendations



A total of 11 recommendations were made. The following slides will provide an examples of 3 recommendations.

Policy/Advocacy Recommendation

Issue: Currently, women on publicly-funded programs have limited choice of brand of family planning resources. Also, women are being put on waiting lists for long-term methods of birth control (ex. IUDs) due to lack of availability.

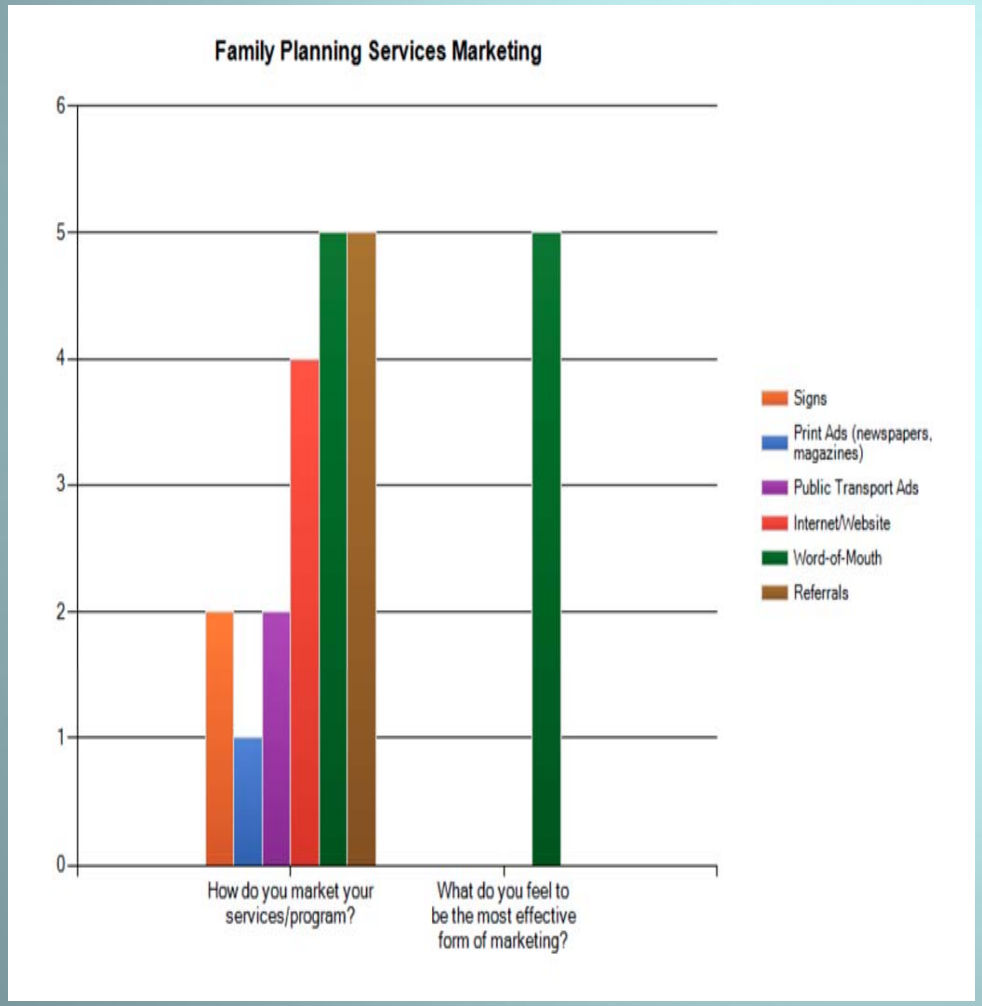


Systems Recommendation

Issue: Currently, BCHD STI and family planning clinics are separate. Women must make separate appointments for each service, and must fill out the same client information at each clinic.

Initial Services Recommendation

Agencies were asked how both how they market services to their clients and what they think has been most effective.



Increase word-of-mouth advertising for family planning services in Baltimore City through 'tell-a-friend' campaigns

Definitions

What is 'word-of-mouth' advertising?

Word of mouth advertising occurs when a current client tells their social circles about a clinic's services, resulting in those individuals accessing the clinic

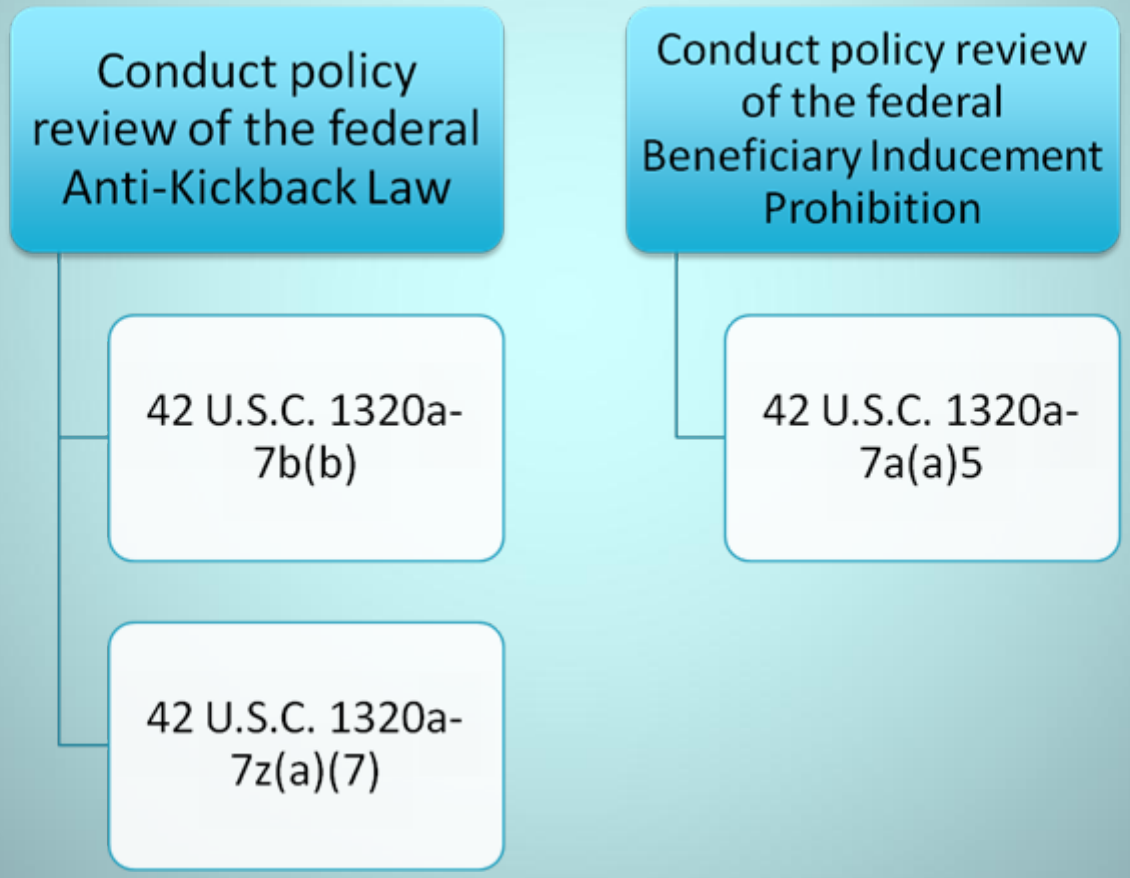
'Tell-a-friend' campaigns occur when agencies conduct marketing campaigns that focus on getting clients to bring in friends vs. advertising their services

Incentives are often provided within the campaign for the current client and their friend

Incentives are often a requirement to motivate clients to talk to their social circles about their experience

Revised Services Recommendation

Currently, federal Medicaid laws prohibit providers from giving incentives for referrals to their clinic. Technically, providing clients incentives to bring in their friends violates these laws.



******Use policy reviews to then determine what level of word-of-mouth advertising can be implemented across the city uniformly by agencies.***

Lessons Learned During Internship

Internship descriptions and responsibilities are constantly evolving!

- Initially internship involved working on two separate projects with two separate agencies, which proved to be challenging and, ultimately, not achievable.
- Initial internship responsibilities focused primarily on conducting agency interviews. However, a significant portion of the actual responsibilities involved creating a data collection tool to 'house' the qualitative information collected.
- Collaboration is key. No one agency can solve a city-wide problem. Agencies must be given opportunities to communicate and work together that do not make them vulnerable to losing resources or funding.

Questions?